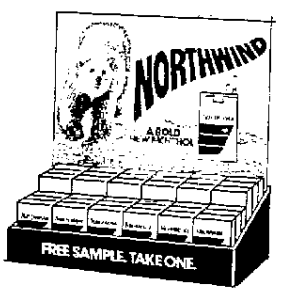
# NORTHWIND

# PROFIT OPPORTUNITY PROGRAM

## SPECIAL DISPLAYS FOR CARTON OUTLETS




**WEEKS 1 & 2:**
FREE SAMPLE DISPLAY
50 sample units in a horizontal check-out display. Minimum of 3, maximum of 5, placements per outlet.
Payment: $1.00.

**WEEKS 3 & 4:** TWO PACKS OF NORTHWIND FOR THE PRICE OF ONE
20-pack horizontal check-out display holds 10 promotional offers: "Buy One, Get One Free." Minimum of 3, maximum of 5, placements per outlet. Payment: $1.50 per check-out placement.

**WEEKS 5 & 6:** BUY FIVE PACKS OF NORTHWIND FOR THE PRICE OF 3
Floor display holds 20 promotional offers (10 cartons): "Buy 3, get 2 free." Payment: $3.00 per display.

**WEEKS 7 & 8:** BUY FIVE PACKS OF NORTHWIND AND GET A FREE PLAYING CARD SET.
Floor display holds 20 promotional offers (10 cartons): "Free playing card set with 5-pack purchase." Payment: $5.00 per display.

## DISPLAY ALLOWANCE:

| | OFFER | # DISPLAYS | PAYMENT | DISPLAY ALLOWANCE |
|---|---|---|---|---|
| **Weeks 1 & 2** | free samples | _____ | $1.00 | _____ |
| **Weeks 3 & 4** | 2 for 1 | _____ | $1.50 | _____ |
| **Weeks 5 & 6** | 5 for 3 | _____ | $3.00 | _____ |
| **Weeks 7 & 8** | incentive with 5 | _____ | $5.00 | _____ |

**TOTAL ALLOWANCES:** _____

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